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HOMEMAKERS' CHAT

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U. S. DEPARTMENT
OF AGRICULTURE
OFFICE OF INFORMATION

(Release on receipt)

SUBJECT: "Happy Shopping Spars"--Information from the Office of Marketing Services, U. S. Department of Agriculture.

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This is the week the United States Coast Guards celebrate their 155th birthday.

So it's a good time to tell you about one way some of the Spars are keeping in step with their civilian sisters. During a lecture series called "Tips for Tomorrow" the girls got some excellent suggestions from a marketing specialist on how to market for a family of two.

The speaker advised the Spars that marketing for two need not be difficult... or wasteful. She suggested that a bride buy only one or two carrots instead of a whole bunch...if one or two were all she needed. Why let the extra ones grow limp in the refrigerator! Food is too much needed now to waste it...even a carrot or two. So buy no more than you are able to store until you use the food.

Then the speaker suggested that a shopper buying any vegetable ordinarily bunched such as broccoli, can ask her grocer to split a bunch for her. Most grocers are glad to do that. And if a young bride has a neighbor who also buys in small quantities the two of them could arrange to divide a head of cabbage or bunch of celery.

Another point this specialist emphasized was the value of shopping often for perishable fruits and vegetables...daily if possible. And if a person can't shop often then her problem becomes one of conserving the food after it is bought...after you take it home. The most effective way to keep many vegetables from drying out is to wrap them well in waxed paper or a damp cloth...and keep them in a cold place.

The lecture included a demonstration of the right way to market for vegetables and fruits. Pressing with the thumb is not the approved way to judge whether or not a fruit is ripe. Literally tons of fresh produce are wasted in the markets by thoughtless prodding and punching. The marketing specialist summarized her talk to the Spars with the advice to shop for fresh produce daily if possible...and to buy only the amount you are sure to use.

